REMARKS

Applicants reply to the Office Action dated June 27, 2006 within the shortened three-month statutory period for reply. Claims 1-4, 6, and 14 were pending in the application and the Examiner rejects claims 1-4, 6, and 14. Applicants add new dependent claim 15. Support for new claim 15 and the amendments may be found in the originally-filed specification, claims, and figures. Support for some of the amendments may be found at, for example, the eighth page of the provisional, in Sections 2.2.1 and 2.2.2. No new matter has been introduced by these amendments. Reconsideration of this application is respectfully requested.

Rejection under 35 U.S.C. § 103(a)

The Examiner rejects claims 1 and 14 under 35 U.S.C. § 103(a) as being anticipated by Bernardo et al., U.S. Patent No. 6,684,369 B1 ("Bernardo") in view of Dabney et al., U.S. Patent No. 6,643,663 B1 ("Dabney") in further view of Gill et al. U.S. Patent No. 6,052,514 ("Gill") in further view of Ferrel et al., U.S. Patent No. 5,860,073 ("Ferrel") and in further view of Hind et al., U.S. Patent No. 6,715,129 ("Hind"). Applicants respectfully traverse this rejection.

In general, Bernardo discloses a system for managing web page/site production within a distributed environment where various members of an enterprise may view, edit and authorize content. Bernardo is limited to a system, wherein a number of users may interact to create web pages and/or web sites in a manner that does not require editors to have extensive HTML knowledge. The new or updated web pages may then be electronically routed to one or more authorizers before being published.

Dabney discloses a content management system for receiving, editing, and distributing data across a network. Specifically, Dabney is limited to a workflow within an online publishing environment which enables operators to efficiently perform routing and publishing tasks. The Dabney system promotes collaboration among the various disciplines of a news organization, including any number of journalists, photographers, reporters, editors, layout artists, and web site administrators. Through a user interface, users of the Dabney system can edit news stories, audio and video to conform to the particular type of media that will present the news to the public. The various data elements that comprise the news story are stored in a database until the news story as a whole receives approval. Dabney discloses that approval of "news story data" occurs after the editors have assembled the story including any text, photographs, video, and audio (*see* column 5, line 63 to column 6, line 19 and Figure 2). Finally, when the news story

comprising any number of data elements is approved, the news story may be posted on a web site, printed, or broadcast.

Gill discloses a distributed publication system that coordinates access to publication information. Specifically, the Gill system provides a computer interface which enables users to check out and modify articles in both form and content. The system then enables the user to check the article in and automatically generates a notification that indicates that the content has changed. The notification is sent to a layout designer. Upon receiving such notification, the layout designer may submit an update request for the layout of the publication.

Ferrel generally discloses a web site publishing system that utilizes style sheets which defines formatting information for a web page. The style sheet of Ferrel enables a web site designer to ensure a consistent look and feel across any number of web pages. Specifically, the style sheet defines the appearance of fonts such as, for example, typeface, size, style, color, and the like. The style sheet may further define the positioning of various elements within a web page. The style sheet of Ferrel attempts to overcome the limitations of prior art style sheets wherein the style sheet is applied to a web document as a whole. Ferrel, on the other hand, discloses a style sheet that defines formatting data for individual display regions. However, as in prior art systems, the style sheet of Ferrel is concerned only with ensuring the consistent application to fonts, colors, and controls through a web site when it is constructed. The style sheets are not concerned with customizing the appearance of a web page according to the preferences of the user.

Hind generally discloses a system for accepting directives from a user in the form of a request for a web page and processing the directives in a transcoding environment. Specifically, the Hind transcoding system provides application specific formatting of a web page prior to transmitting the requested web page to a user. The Hind system utilizes an adapted Java Server Pages (JSP) engine to process directives received from an input document to determine the context of the user request and a target context defining the environment where the transcoded web document will be received. Thus, for example, the Hind system may convert a color photo into grayscale when it is determined by the target context that the web document will be received via dial-up modem.

Dabney and Gill both disclose systems relating to the publication of information across multiple mediums through the user of a workflow application. Bernardo, Ferrel, and Hind each disclose systems relating specifically to publishing documents on the Internet. While each of the

cited references generally relate to managing the distribution and management of content, albeit in different forms and through varying mechanisms, none are concerned with selecting, compiling, and distributing content in the context of the user's preferences. Hind roughly discloses a system whereby content may be modified according to directives received from a requestor; however, the content itself is not selected based on these directives. As such, neither Bernardo, Dabney, Gill, Ferrel, Hind, nor any combination thereof, disclose or suggest at least "retrieving said data elements according to said content mapping data of said updated content page, wherein each of said data elements include a category tag created from said user preferences", "retrieving offer content based on each of said user tag" and, "positioning said retrieved data elements and said retrieved offer content are positioned on said updated content page according to said content mapping data," as similarly recited by independent claims 1 and 14.

The Examiner next rejects claims 2-3, and 5 under 35 U.S.C. § 103(a) as being anticipated by Bernardo in view of Dabney, Gill, Ferrel, and Hind and further in view of Livingston, U.S. Patent No. 6,424,979 ("Livingston"). Applicants respectfully traverse this rejection.

Livingston does not disclose or suggest at least "retrieving said data elements according to said content mapping data of said updated content page, wherein each of said data elements include a category tag created from said user preferences", "retrieving offer content based on each of said user tag" and, "positioning said retrieved data elements and said retrieved offer content are positioned on said updated content page according to said content mapping data," as similarly recited by independent claim 1 from which claims 2-3, and 5 depend. Moreover, claims 2-3, and 5 are differentiated from all of the cited references for at least the reasons as set forth above, in addition to their own respective features.

The Examiner rejects claims 4 and 6 under 35 U.S.C. § 103(a) as being unpatentable over by Bernardo in view of Dabney, Gill, Ferrel, and Hind as applied to claims 1 and 2, and further in view of Bi et al., U.S. Patent No. 6,311,178 ("Bi") and Branson, U.S. Patent No. 5,877,819 ("Branson"). Applicants respectfully traverse this rejection.
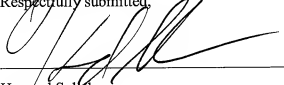
Applicants assert that neither Bi, Branson, nor any combination thereof, disclose or suggest at least "retrieving said data elements according to said content mapping data of said updated content page, wherein each of said data elements include a category tag created from said user preferences", "retrieving offer content based on each of said user tag" and, "positioning

said retrieved data elements and said retrieved offer content are positioned on said updated content page according to said content mapping data," as similarly recited by independent claim 1 from which dependent claims 2-4 and 6 depend. Moreover, dependent claims 2-4 and 6 are differentiated from the cited references for at least the reasons described above, as well as in view of their own respective features.

Applicants also assert that claim 15 is differentiated from the cited references for the reasons set forth above, in addition to its own features.

In view of the above remarks and amendments, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are allowable over the cited references. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814.

Respectfully submitted,

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